

TvSCAN CBS- Susan

Elise Cloyd - 8/20/12 11:54 AM

## Broadcast Order/Confirmation

Miami-Ft. Lauderdale - MAYJUL Nielsen

## Qualitative Criteria: Release 1 2012 Feb11-Jan12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrat or Independent, but feel close Republican and registered to vote in district of residence and always vote in presidential elections

Buyer Elise Cloyd  
Client Crossroads GPS

Order Number 1,952  
Campaign Est. 1952  
Flight Flight 1 08/23/12-08/29/12

Station WFOR  
Address

Agency Mentzer Media  
Address 600 Fairmount Avenue  
Suite 306  
Towson  
MD 21286

## WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
EARLY MORNING													
Th-Fr 6:00a-7:00a	\$600	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	1	
EARLY SHW-CBS													
Th-Fr 7:00a-9:00a	\$600	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	1	
CH 4 NEWS-5PM													
Th-Fr 5:00p-6:00p	\$1,500	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	2	
CBS 4 NEWS-6PM													
Th-Fr 6:00p-6:30p	\$1,500	Aug23-Aug24	:30	2	--	--	--	1	1	--	--	2	
ENTERTAINMENT TONIGHT													
Th-Fr 7:00p-7:30p	\$1,500	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	2	
INSIDER													
Th-Fr 7:30p-8:00p	\$1,500	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	2	
D LETTRMAN-CBS													
Th-Fr 11:35p-12:37a	\$600	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	1	
CH 4 NWS 11 PM													
Th-Su 11:00p-11:35p	\$2,500	Aug23-Aug26	:30	4	--	--	--	2	--	--	2	3	
PERSON OF INTEREST													
Thu 10:00p-11:00p	\$6,000	Aug23-Aug23	:30	2	--	--	--	2	--	--	--	7*	
NFL PRSSN: DOLPHINS													
Fri 7:30p-10:30p	\$10,000	Aug24-Aug24	:30	2	--	--	--	--	2	--	--	8*	
SUNDAY MRN-CBS													
Sun 9:00a-10:30a	\$1,600	Aug26-Aug26	:30	1	--	--	--	--	--	--	1	3	

\* Denotes estimated item(s).

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## WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CP
FACE NATN-CBS													
Sun 9:30a-10:00a	\$1,300	Aug26-Aug26	:30	1	--	--	--	--	--	--	1	2	
60 MINUTES-CBS													
Sun 7:00p-8:00p	\$8,000	Aug26-Aug26	:30	2	--	--	--	--	--	--	2	7*	
GOOD WIFE													
Sun 9:00p-10:00p	\$5,000	Aug26-Aug26	:30	1	--	--	--	--	--	--	1	4*	
MENTALIST													
Sun 10:00p-11:00p	\$5,000	Aug26-Aug26	:30	1	--	--	--	--	--	--	1	4*	
SPORTS WRAP													
Sun 11:35p-12:05a	\$500	Aug26-Aug26	:30	1	--	--	--	--	--	--	1	1	
EARLY MORNING													
Mo-We 6:00a-7:00a	\$600	Aug27-Aug29	:30	6	2	2	2	--	--	--	--	1	
EARLY SHW-CBS													
Mo-We 7:00a-8:00a	\$600	Aug27-Aug29	:30	6	2	2	2	--	--	--	--	1	
CH 4 NEWS-5PM													
Mo-We 5:00p-6:00p	\$1,500	Aug27-Aug29	:30	6	2	2	2	--	--	--	--	2	
CBS 4 NEWS-6PM													
Mo-We 6:00p-6:30p	\$1,500	Aug27-Aug29	:30	3	1	1	1	--	--	--	--	2	
ENTERTAINMENT TONIGHT													
Mo-We 7:00p-7:30p	\$1,500	Aug27-Aug29	:30	6	2	2	2	--	--	--	--	2	
INSIDER													
Mo-We 7:30p-8:00p	\$1,500	Aug27-Aug29	:30	6	2	2	2	--	--	--	--	2	
D LETTRMAN-CBS													
Mo-We 11:35p-12:37a	\$600	Aug27-Aug29	:30	6	2	2	2	--	--	--	--	1	
CH 4 NWS 11 PM													
Mo-We 11:00p-11:35p	\$2,500	Aug27-Aug29	:30	6	2	2	2	--	--	--	--	3	
NCIS													
Tue 8:00p-9:00p	\$8,000	Aug28-Aug28	:30	1	--	1	--	--	--	--	--	6*	
NCIS: LA													
Tue 9:00p-10:00p	\$7,500	Aug28-Aug28	:30	2	--	2	--	--	--	--	--	6*	
THE MENTALIST													
Tue 10:00p-11:00p	\$5,500	Aug28-Aug28	:30	2	--	2	--	--	--	--	--	6*	
CRIMINAL MINDS													
Wed 9:00p-10:00p	\$6,000	Aug29-Aug29	:30	2	--	--	2	--	--	--	--	5	
CSI													
Wed 10:00p-11:00p	\$5,000	Aug29-Aug29	:30	2	--	--	2	--	--	--	--	5	

WFOR Totals \$212,900

95

Reach / Frequency

238

\$894.54

51.8

4.6

Monthly Aug 2012 Sep 2012  
 Gross Cost \$99,600.00 \$113,300.00

\* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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